



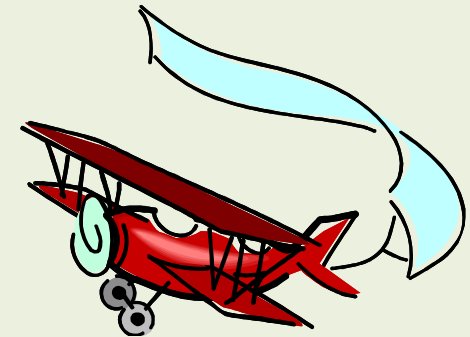
2011 & 2012 Recruitment Events at a Glance



***Presented by Doug Burt, AZGFD
Summer 2012 HAWHG Meeting***

2011 Season Overview

- 45 HAHWG recruitment events
- 29+ organizations involved
- 782+ primary participants
- 1904+ attended events
- 27% new to hunting
- 26% from non- hunting -fishing families
- 50% attended event before
- 95% plan to hunt in future

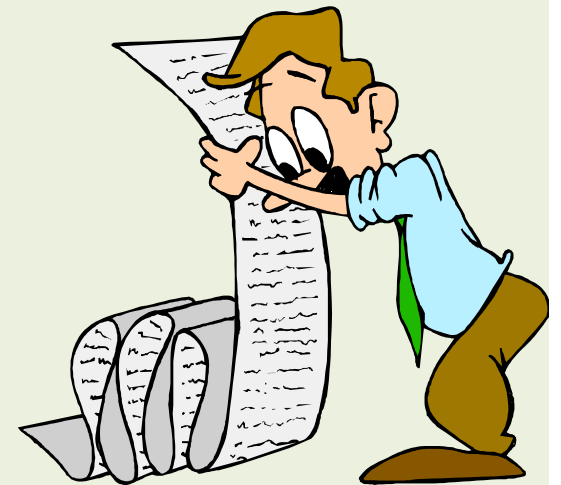


2011 Season - continued

- \$75,000 grant program provided by G&F
- Centralized listing of events
www.azgfd.gov/outdoorskills
- Branded & promoted “Outdoor Skills” events
- Listed all events on Game & Fish Facebook page
- Advertised on Facebook to target beginners
- Launched evaluation survey of participants

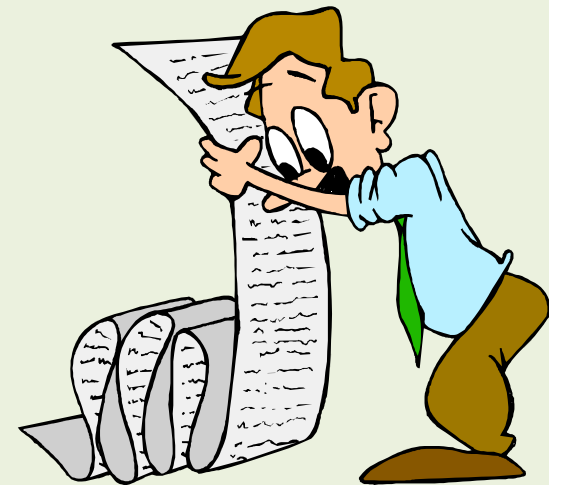
Looking Forward – 2012/13

- 39+ events scheduled & growing
- 37+ organizations involved
- \$75,000 grant program funded
- Improved calendar-of-events listing
- New efforts with retailers underway
- Continuing pre & post evaluation



2012-13 continued

- Creating new marketing materials
- Growing HAHWG membership & participation
- Improving communications HAHWG
- G&F is at the table of national discussions about recruitment & retention efforts to help us all be more successful.





Let's get to work
